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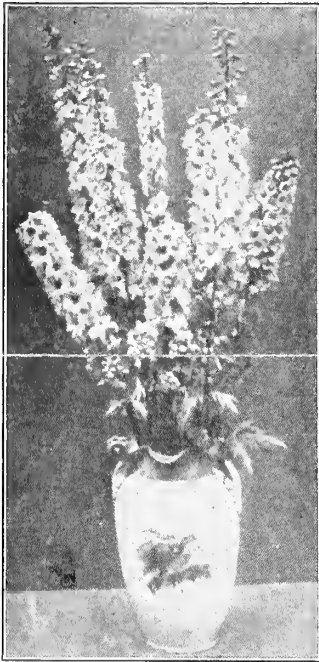
1931
INDEXED
There Is No Depression

AT

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NOV 23 1931
S. Department Agriculture
GROWERS' SALES CO.

WHY? BECAUSE You Can't Afford NOT to
BUY AT SUCH PRICES AS THESE

OLD FASHIONED PERENNIALS "Like Grandmother Used to Have"

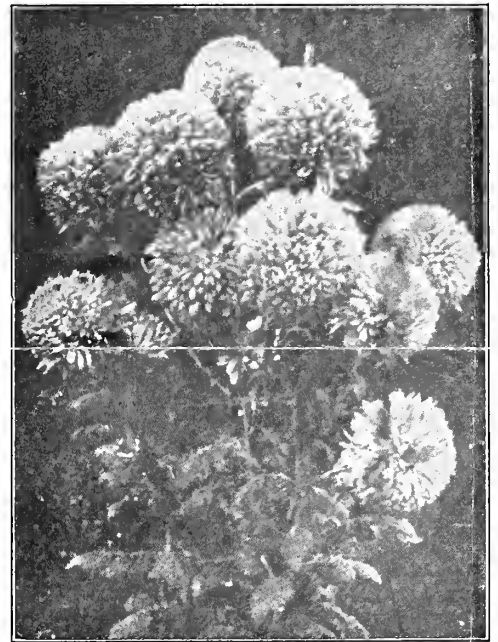


Today the better and improved hardy perennials are so far in advance of the old-fashioned flowers like grandmother used to have that there is absolutely no comparison in beauty of form and coloring. This is bringing these old-fashioned flowers back again into immense popularity and the demand today is greater than ever and deservedly so for no other class of plants is so easy to have at so little cost. Requiring almost no attention after they are planted, they just go on year after year increasing in beauty until a bed or border or even an entire perennial garden is truly "a thing of beauty and a joy forever."

To make a leader of this class of flowers we have grown them by the thousands and are listing below some of the most popular at way below regular prices. This is a real opportunity for you to add to your perennial plantings or if you have not done so, start your perennial garden. A mixed planting of the varieties listed below will give you continuous bloom throughout the entire Summer. Order all you have room to plant NOW while this special price is on.

REGULAR 35c to 40c

Now **9^c** Each



SWEET WILLIAM—One of the foremost and valuable of the perennials, producing great quantities of bloom early in the Spring.

HOLLYHOCKS—Another valuable old standby especially desirable for background planting.

HARDY GARDEN PINKS—Are in the height of their bloom in June producing in great numbers brilliantly colored flowers. They fill an important place for edging hardy borders, garden walks and in rock gardens.

ACHILLEA—The great cemetery plant. Invaluable for cemetery planting as it commences to bloom early in July and is a perfect mass of beautiful flowers until frost.

COREOPSIS—Flowers rich golden-yellow. Bloom from June until October.

SWEET ALYSSUM—A low spreading plant valuable for rockery or border.

BABY'S BREATH—Especially valuable for mixing with other cut flowers. The blooms are semi-everlasting, keeping for months without water.

MARSHMALLOW—These large improved Marshmallow are real show plants during their flowering season.

DELPHINIUM—Has always been the favorite and most popular of the Perennials. It has no equal in coloring or form and is the high-light in the Perennial border or garden. Ranging in color from deepest purple blue to sky blue.

HARDY MUMS—Particularly valuable because of their late blooming season, after all other flowers have been cut down by frost, and their wide range of colors.

PHLOX—Much improved in late years, they are much larger, more abundant and more brilliant, producing a flower which is truly dazzling in its display of gorgeous colors.

ALL AT ONE PRICE 9c—NO LESS THAN 10 SOLD AT THIS PRICE

GROWERS' SALES CO., Clinton, N. J.

ADD 15c TO HELP COVER THE COST OF POSTAGE, PACKING AND INSURANCE

BUY! BUY! BUY!

PRICE!

That Is The

ANSWER

And Highest

QUALITY

SAVE! SAVE! SAVE!

GARDEN IRIS



NEWER VARIETIES
REGULAR 40c EACH

NOW

13c

EACH

This lovely member of the Iris Family is one of the most desirable and easily grown of our Spring flowering hardy plants producing in May their showy flowers exquisite coloring, combining the loveliest and most delicate tints. The newer varieties are much improved and are truly wonderful. Plant 10, or more, of these newer Iris and they will quickly become large, massive clumps that will be a pleasure for years to come. Selling regularly at 40c each, they are a remarkable value at this special low 13c price.

10 for only \$1.00

MARVELOUS JAPANESE IRIS

REGULAR UP TO 75c EACH

An unheard of price, 17c, for these Marvelous Japanese Iris. You should take advantage of this offer to plant dozens upon dozens. Imagine a plant sending a dozen spikes of flowers two to three feet high, every one bearing four to five blooms six to eight inches across, and of the most beautiful colors, marking and veins, as white, violet, lavender, mauve, sky blue, and etc., and you have a faint picture of the beauty of your garden next summer if you make a generous planting of these marvels of elegance, and right now it costs so little. Plant them by the dozens.

NOW

17c

EACH

17c Each—\$1.85 Per Dozen

75c HYDRANGEA P. G.

NOW

39c

EACH

Hydrangea P. G. is the loyal standby of every landscape gardener. This shrub covers such a long blooming period that you cannot well be without it. The large flowers are first a pale green in July, gradually turning white and then a rich old-rose and bronze in the late Autumn. The shrubs can be kept at any desired height by trimming and for foundation planting around your home or for a flowering hedge, Hydrangea P. G. are excellent. Our regular catalogue price for these fine two-year shrubs is 75c each but this Fall you may have them at this greatly reduced price.

NOW

39c

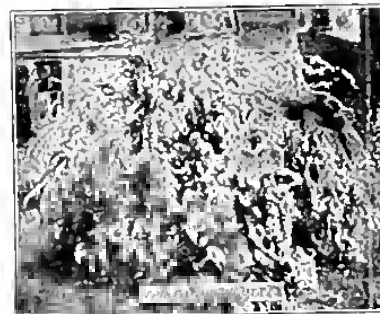
EACH

3 for Only \$1.10

10 for \$3.00



50c to 75c FLOWERING SHRUBS



Now 19c Each

As a special shrub attraction we have grouped our remaining shrubs, regardless of price or value, whether regularly sold at 35c, 50c or 75c, at one price—19c each. This price would be ridiculously low at any time, especially now during the height of the season. If you have not already ordered your flowering shrubs this shrub special is your golden opportunity. Our shrubs are all fine, two-year, field-grown plants, and for a small expenditure you will receive two to three times as many shrubs as would ordinarily be possible for the same amount. To be sure of receiving the shrubs you most want, send in your order today.

ALTHEA, Red, Pink, Purple, White. Blooms from July to September.
DEUTZIA, PRIDE OF ROCHESTER. White; blooms June.
SPIRAEA VAN HOUTTEI. White; blooms May.
HYDRANGEA A. G. White. Blooms through Summer.
FORSYTHIA. Yellow. Blooms April.
HONEYSUCKLE—BUSH. Pink. Blooms June.
SYRINGA. White. Blooms June.
SNOWBERRY. Bears white berries late Summer.
WEIGELA ROSEA. Pink. Blooms June.
WEIGELA, VARIEGATED. Pink flowers; variegated leaves.

NO LESS THAN 5 SOLD AT THIS PRICE

\$1.00 PEONIES

NOW ONLY

39c

EACH

The Peony is the Queen of the Spring Flowers but Fall is Peony planting time. A bed or border of Peonies cannot be excelled for size of bloom and brilliance of color. Blooming as they do in late May and early June, the Peony is especially welcome as it fills in that gap between the blooming of the Tulips and the coming of the roses. NOW, at just the right time to plant, we bring you the greatest Peony offer ever made. We have several thousand fine 3-to 5-eye roots that should bloom next Spring, and the price now is only 39c, values \$1.00 and more.



COLORS—RED, WHITE, AND PINK

39c Each—3 For \$1.10—10 For Only \$3.45

VARIEGATED-LEAF

YUCCA

Variously catalogued at 75c to \$1.00 each we are able this fall to make the remarkable offer of 5 of these valuable ornamental plants for only \$1.00. The long, bayonet-like, variegated leaf of the Yucca retains its color all through the winter, making it as valuable as an Evergreen. A remarkable value. Be sure to include at least 5 in your order.

75c TO \$1.00 EACH
IN ALL CATALOGS

Now 5 FOR \$1.

ADD 15c TO HELP COVER THE COST OF POSTAGE, PACKING AND INSURANCE

BUTTERFLY BUSH

Buddleia, Butterfly Bush or Summer Lilac, they are all the same beautiful flowering shrub. Blooming during July and August, this shrub is unusually effective as its long slender flowers of deep lavender are always surrounded with lovely butterflies sitting here and there, adding their bright colors to the beauty of the bush. For decorating in the home or for mixing with other cut flowers, the blooms from the Butterfly Bush add a great deal of charm and grace and are now used extensively for this purpose by the larger florists. Order as many of these shrubs as you have room to plant. You cannot have too many.



Regular \$1.00 Each

NOW

49c

3 for \$1.35

50c to 75c

BOSTON IVY

27c

The most valuable of all the vines for covering walls, arbors, fences, or anywhere an ornamental green coverage is desired. We are able to make a special leader of this desirable vine this Fall at only 27c each, 5 for \$1.00, for heavily rooted plants having a top growth of about 20 inches. A remarkable 50c to 75c plant at this special price.

27c Each—5 For Only \$1.00

10 JAPANESE BARBERRY

89c

NEVER BEFORE A PRICE LIKE THIS

Now is the time to make that large planting of Japanese Barberry. Never before and perhaps never again will such a price as this be possible for plants of this size and grade. Our bushy 10-14 inches, regularly sold as high as \$35.00 per 100. Our price, \$7.45 per 100 is little more than you ordinarily pay for California Privet. Make that planting and do it NOW.

100 For Only \$7.45

CALIFORNIA PRIVET

California Privet has long stood as the one best plant for hedges, as it is remarkable for its beautiful dark green, glossy foliage, its quick, strong and symmetrical growth, its freedom from insect scale, and its ability to withstand pruning and trimming into any desired shape at any season of the year.

It holds its foliage up to the holidays in this vicinity and is evergreen south of Philadelphia. Plants are cheap, free from thorns, and do not sprout or sucker from the roots.

50 FOR \$2.25

100 ONLY \$3.85



100 Acres of Fine Fruit Trees at Less Than Half Price

One of our Growers in New York State has over one hundred acres of fine Fruit Trees two to three years old and wishes to make a complete clearance of this immense block of choice trees this Fall. To effect this clearance, he has been compelled to make a very drastic cut in prices which we are passing on to you if you send in your order now.

You will notice that the prices listed are less than half the price you would ordinarily pay for Fruit Trees from the average Nursery Catalog. The trees are all first-class stock and guaranteed in every respect to be true to name, up to size, and must please you. Start a small Fruit Tree Orchard of your own and save money.

PEACH TREES

BELLE OF GEORGIA
CARMAN
CHAMPION
ELBERTA
CRAWFORD'S EARLY
CRAWFORD'S LATE
45c each—10 for \$3.75

PEAR TREES

CLAPP'S FAVORITE
BARTLETT
KIEFFERT
SECKEL
FLEMISH BEAUTY
85c each—10 for \$7.00

APPLE TREES

EARLY HARVEST
YELLOW TRANS.
PARENT
WEALTHY
BALDWIN
GRIMES GOLDEN
DELICIOUS
McINTOSH RED
JONATHAN
NORTHERN SPY
R. I. GREENING
ROME BEAUTY
STAYMAN'S
WINESAP
60c each—10 for \$5.00

CHERRY TREES

WINDSOR
BLACK TARTARIAN
NAPOLEON
LARGE MONTMORENCY
WRAGG
EARLY RICHMOND
90c each—10 for \$7.50

PLUM TREES

BURBANK
ABUNDANCE
OCTOBER PURPLE
RED JUNE
80c each—10 for \$6.50

QUINCE TREES Only 95c Each

APRICOT TREES Only 90c Each

CATALPA BUNGEII

"UMBRELLA TREE"

The Catalpa or Umbrella Tree is extremely ornamental; their symmetrical heads forming a perfect umbrella-shaped top are especially attractive in pairs on opposite sides of the walk, drive, entrances, etc., or anywhere a balanced effect is desired. Catalpas of this size, about six feet in height, usually sell at \$2.50 each, but now as a special advertising leader, we are making a very special price of \$1.00 each, or 2 for only \$1.85, if you order at once.

\$1.00 Each—2 For \$1.85

WEeping MULBERRY

One of the most graceful and hardy weeping trees in existence. Forms a perfect shaped head, with long slender and willowy branches of dark green foliage, drooping fountain-like to the ground. In gracefulness, delicacy of form and motion in the breezes, ranks supreme. Admirably adapted for large or small grounds. Grows 8-10 ft. tall.

\$2.50 Each—2 For \$4.75

WEeping WILLOW

The Weeping, or Babyionica Willow, are of a particularly graceful habit. Tall, spreading with long, drooping branches, green leaves, their distinctive form adds beauty to any planting. The Weeping Willow is a tree of much graceful beauty, and they are of great value in producing the artistic effects in landscape plants. They thrive best in moist soils and they are most at home by the water's edge. You obtain quick results from the Weeping Willow as they are very fast growers.

\$2.00 Each—2 For \$3.50



LOMBARDY POPLAR

Charming for drive or background. The tall slender column is formal and stately. No other tree will provide the same effect. Notice the beauty of a row of Lombardy Poplars, they are truly regal. Specially priced for this sale, 8 to 10 foot, at half regular catalog value.

\$1.50 Each—10 For \$12.50

8TH ANNUAL PRE-SEASON SALE OF \$1.00 MONTHLY ROSES 8TH

LOWER PRICES

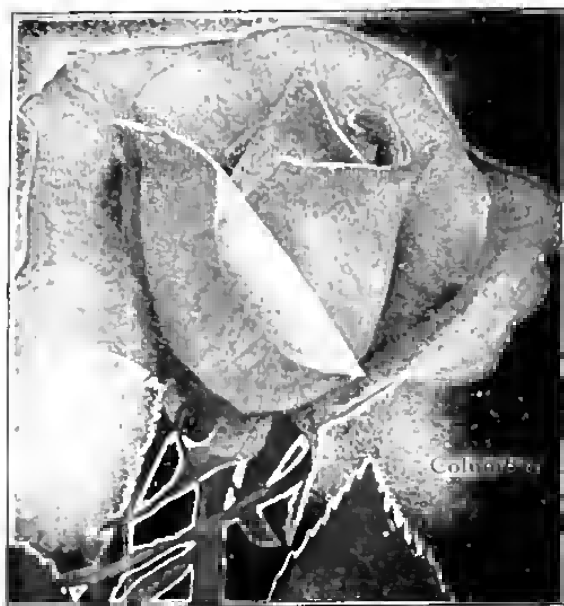
"Bigger and Better"

CHOICEST VARIETIES

47 Finest \$1 and \$1.50 Monthly Roses 47c Each

IF YOU ORDER NOW FOR EARLY SPRING DELIVERY

Only 47c Each



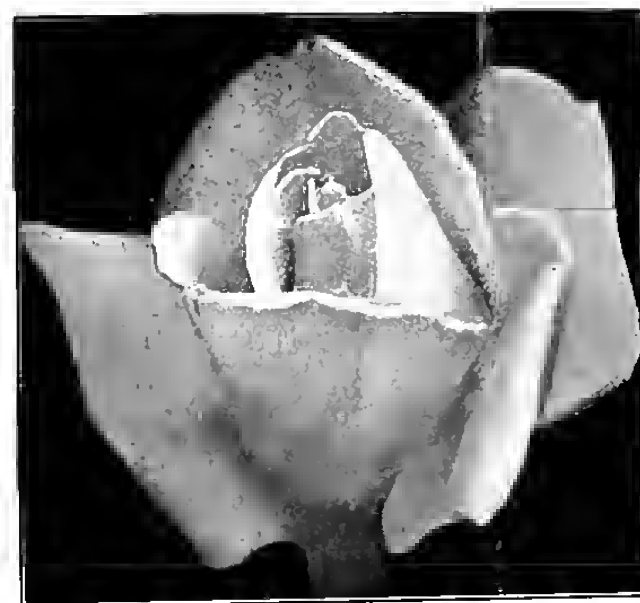
THIS IS OUR 8TH GREAT ANNUAL PRE-SEASON ROSE SALE and we have planned to truly make it BIGGER AND BETTER, reducing our already low pre-season prices for \$1.00 and \$1.50 monthly roses, to only 47c each, adding many of the newer and higher priced roses which have been selling up to \$2.50 each, such as Betty Uprichard, Dame Edith Helen, Talisman, Mrs. Calvin Coolidge, President Hoover, etc.

This great rose sale brings you the opportunity to secure the finest two

AMERICA—Large, rose-pink, fine shaped flowers, sweetly scented, carried on long stems. Deep glossy green foliage; almost thornless.
AMERICAN BEAUTY—Flowers crimson carmine shaded deep pink, of fine form, substance and size, very fragrant; foliage strong and of good color; growth robust, sending out long, strong and well formed stems.
BETTY—Deliciously fragrant blooms of large size, full and beautiful; exquisite coloring, copper overspread with golden yellow. Strong and vigorous.
BETTY UPRICHARD—one of the finest new Roses; brilliant copper-red buds and semi-double, salmon-pink flowers stained with copper-pink outside. Profuse bloomer.

KILLARNEY BRILLIANT—Same growth and style as Killarney and, like it, varies considerably in color. In shady weather it is almost deep crimson.
LADY HILLINGDON—Deep orange-yellow; good size; long and pointed bud.
LA FRANCE—Flowers a decided shade of pale pink suffused with a silvery bluish, large and globular, of good form and substance and pleasantly fragrant.
LOS ANGELES—A luminous flame-pink, toned with coral and shaded with translucent gold at the base of the petals; buds long and pointed which expand into a beautiful and fragrant flower.
MISS LOLITA ARMOUR—Its fragrant blooms develop from well-shaped buds, chrome-yellow at the base, shading to orange and copper hues on reverse of petals.
MME. BUTTERFLY—Flowers a brilliant pink suffused apricot and gold, buds carried on erect stems; foliage and habit of growth unsurpassed.

MME. CAROLINE TESTOUT—Clear, bright satiny pink. The rose that helped make Portland, Oregon, famous.
MME. EDOUARD HERIOT—Coral-red shaded with yellow and bright rosy scarlet. Strong with bright green, glossy foliage.
MRS. AARON WARD—Center Indian-yellow with edge primrose; medium-sized flowers free and full.
MRS. AMBROSE RICARDO—Flowers quite double, of good form, a bright flesh-pink in color overlaid with a delicate tinge of yellow and delightfully fragrant.
MRS. CALVIN COOLIDGE—Clear buff-yellow flowers, suffused with orange in the center; of medium size, well formed, double, and of some fragrance.
OLD GOLD—Vivid reddish-orange, with coppery red and apricot shadings; medium size; semi-double. Strong grower.
OPHELIA—Blossoms large in size full and perfect in form. Attractive light salmon shading to light yellow.
PERSIAN YELLOW—Flowers deep golden yellow, medium size, semi-double and globular in form; growth robust and hardy.
PHARISAE—Rosy white, shaded with salmon; large and full.
PREMIER—Dark pink flowers of full size, and pleasing fragrance, borne singly on stiff-thornless stems.



THIS GREAT SALE ENDS ON NEW YEAR'S DAY

10 For Only \$4.50

47c Each

100 For Only \$42.50

SIBERIAN ELM

"THE WONDER TREE" OF REMARKABLE GROWTH

A
Growers'
Sales
Co.
Special

If you wish to have lovely shade trees about your home—if you wish to have them quickly—the Siberian Elm is the tree you should plant. They are truly Wonder Trees, growing twice as fast as any other known variety. With this remarkable tree you can have shade quickly, improving the appearance of your home and the attractiveness of its grounds in a very short time. This Wonder Tree, the Siberian Elm, not only gives you quick shade, but develops into a truly beautiful tree, resembling the full shape of the Norway Maple, one of the most desirable shade trees, and develops this full size and shape in half the time it would require a Norway Maple. It has rich green clean-cut foliage and is truly ornamental.

The Siberian Elm has every quality one could desire in a shade tree; beauty, quick growth, hardiness; thriving under conditions of soil and exposure that would kill most other trees.

The United States Department of Agriculture says: "It is very hardy and has proved valuable under a greater variety of climatic and soil conditions than any other tree yet introduced."

The Siberian Elm is a remarkable value at our low price, which is a Growers' Sales Company special, offered in line with our policy of giving you the newer and better things as they are proven valuable, at lower than usual prices. If you want shade, and want it quickly, by all means plant Siberian Elm this fall.

Never
Sold
For Less
Than
\$2.50

NORWAY MAPLE

Most beautiful shade tree. Perfect in form; free from disease. Sturdy, compact and vigorous grower, forming a rounded head of stout branches and clean, broad, deep green foliage. Perfectly hardy. Excellent for street planting or for shade on lawn. 6 to 8 foot.

\$2.50 Each—2 For \$4.75

WHEN ORDERING TREES BE SURE TO GIVE US YOUR NEAREST EXPRESS OFFICE. WE SHIP ALL TREES BY EXPRESS

GROWERS' SALES COMPANY, Clinton, New Jersey

ADD 15c TO COVER POSTAGE, PACKING AND INSURANCE ON ALL ORDERS EXCEPT TREES. ALL TREES ARE SHIPPED BY EXPRESS

NO C. O. D. SHIPMENTS
ALL TREE ORDERS MUST BE ACCOMPANIED BY REMITTANCE

PAPERWHITE NARCISSUS



Only **7^c** Each

Paperwhites were one of the most popular bulbs for winter flowering indoors, until the government embargo put an end to their importation making them so scarce they were almost unobtainable last winter and so high in price as to be prohibitive to the average flower lover.

Paperwhites, of a quality that compares favorably with those formerly imported from Europe are now being grown in considerable quantities in Florida, California, and other sections of the U. S. where the soil and climate has been found favorable for their propagation. These stocks are now available but the quantity produced is, of course, very small compared to the former importations, and of necessity slightly higher in price, but by contracting early last summer for our supply we were able to secure a figure on them that enables our customers to again enjoy the beauty and fragrance of Paperwhites this winter without paying exorbitant prices.

Paperwhites grow best in water with pebbles to hold them firmly in the bowls. Keeping them well watered they will bloom for you in a few weeks time without any other care. By starting them early they can be had in flower for Christmas, and by starting them at intervals they can be kept in bloom 'til Easter. A dollar or two invested in Paperwhites will pay big dividends by filling your home with bloom all winter long.

PAPERWHITE NARCISSUS
IN WATER WITH PEBBLES

15 for Only \$1.00

100 Only \$6.00

ADD 15c TO COVER POSTAGE, PACKING AND INSURANCE

55 Rare, Gorgeous,
Unusual and
Fantastic
TULIPS
For Only . . **\$2.00**

First there are 10 brightly colored Single Tulips, 10 beautiful Double Tulips; 10 gorgeous Darwins; 10 unusual Breeders; 5 wonderful Picotee Tulips that change gradually from white to pink, almost before your eyes; 5 Parrot Tulips gorgeous in extreme in their fantastic shapes and brilliant colors; and last, but not least, 5 rare Peony Tulips that should be in every Tulip collection, 55 WONDERFUL TULIPS in all for only \$2.00.

This big SPECIAL TULIP COLLECTION will give you not only many rare and unusual varieties, but will keep your Tulip bed alive from April till after Memorial Day. In ordering, ask for the big TULIP SPECIAL.

55 Wonderful Tulips Only \$2.00

Growers' Sales Co., Clinton, N. J.

SEC. 435½ P. L. & R.
U. S. POSTAGE
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CLINTON, N. J.
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U. S. Dept of Agriculture
Washington, D. C.

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